

Monthly Survey on Sales of New Books in Québec Booksellers

January to December 2025

About the survey

The *Monthly Survey on Sales of New Books in Québec* allows us to measure the importance of this economic activity and to better understand the market.

Confidentiality

Your company has been selected to participate in this survey. Its participation is mandatory under the *Act respecting the Institut de la statistique du Québec*.

The information must be sent to the Institut de la statistique du Québec (ISQ) as requested in this questionnaire. The ISQ guarantees the confidentiality of the responses provided by your company as part of this survey.

For quality and training purposes, telephone conversations with Institut de la statistique du Québec agents are recorded. Any person who does not want their conversation to be recorded can notify the agent at the beginning of the call.

Assistance

If you require any assistance, contact the Direction de la gestion de la collecte at 1-800-561-0213.

Instructions

- ▶ Please read the definitions on page 2 before completing the questionnaire.
- ▶ You must keep this questionnaire in order to compile data on 2025 monthly sales.
- ▶ **Do not send your questionnaire.**
The ISQ will contact you every month by email to send you your identifier and password to complete the online questionnaire. If you do not submit your online questionnaire, the ISQ will contact you to obtain your answers by telephone. Please contact the Direction de la gestion de la collecte at 1-800-561-0213 for more information.
- ▶ The information collected for the *Monthly Survey on Sales of New Books in Québec* only involves book sales (see the definition of "book" on page 2).

Definitions

Book

Within the scope of this survey, a book is a non-periodical printed publication containing at least 49 pages (except for children's books and school books, which may be shorter), bound under cover or edited in digital format.

General book

General literature books, both fiction and nonfiction, including novels, art books, children's books, biographies, comic books, essays, cookbooks, self-help books, etc.

School books

Books used to teach at the preschool, elementary, secondary, college or university level. The discount rate on these books is usually 30% or less.

Note to school bookstores: Coursepacks and course notes are not considered as books and must not be included in the amounts reported at question 2.

Final sales to institutions

Sales to institutions and public bodies, such as government ministries, school boards, libraries, municipalities, etc.

Note: Within the scope of this survey, "institution" means a body purchasing books to make them available to a group of people, either through lending or consultation. Books sold to institutions are therefore not intended for resale to individuals (which is why these are called "final" sales).

Consumer sales

These include:

Direct sales

For example, sales in a bookstore or at a book fair.

Online sales (or mail order sales)

Book sales delivered to individuals.

Monthly sales of new books in 2025

“Group of bookstores” means a group of four bookstores or more belonging to the same owner or the same group of shareholders.

1 Is your bookstore part of a group of bookstores?

- Yes
 No

If your bookstore is part of a group of bookstores, please specify the amount of sales for your bookstore only.

2 Enter the amount in dollars (\$) of sales of new books, by category, referring to the definitions on page 2. Do not include taxes.

	Final sales to institutions		Consumer sales		Total
	School books	General books	Direct sales (including school books and general books)	Online sales (and/or mail order sales)	
January					
February					
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					

The Institut de la statistique du Québec would like to thank you for participating in this survey.

